

# Drive Clean

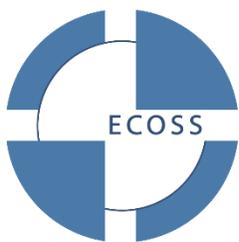
Seattle 2019

Equity Outreach

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Final Report

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## Introduction

The City of Seattle's transportation electrification initiative, Drive Clean Seattle is working to advance environmental equity through programs and policies. The Office of Sustainability and Environment (hereafter OSE) is guided by the Equity and Environment Agenda and works closely with the Environmental Justice Committee to advance community identified priorities in all environmental efforts at the City of Seattle, including transportation electrification. OSE contracted with ECOSS to work on capturing feedback and guidance from immigrant and refugee community members and leaders, in order to help OSE adapt its electrification of transportation program in an equitable and inclusive way.

Using ECOSS expertise and existing ties to different immigrant and refugee communities, the ECOSS team started to convene and partner with different immigrant and refugee groups and began the conversation around what does electrification of transportation mean to communities and what priorities should be the focus of OSE. ECOSS conducted the multilingual engagement via tabling at festivals, presentations at classes and church groups, and interviews with Community-based organizations (hereafter CBOs) leaders.

The community engagement work built on a previous pilot project where ECOSS engaged community members on an electrical vehicles education campaign in different communities. The result of that work helped to shape the priorities presented to the different groups in this round of engagement.

This outreach connected several hundred immigrants and refugees, as well as limited English-speaking community members and leaders to the OSE department its work around the electrification of transportation.

OSE provided the following to ECOSS: training on the Drive Clean Seattle initiative, and the Express Credit Union electric car finance programs. ECOSS translated English materials into Vietnamese, Chinese and Spanish. ECOSS and OSE mainly communicated through weekly phone check-ins and the discussions focused on work progress, logistics of community visits, debriefing about the topics to present at each gathering, time given by community leaders, debrief after each community visit on what worked well and what needed to be changed, and the community leader's one on one interviews. ECOSS submitted a written summary report to OSE after each event and activity. Below is a description of how ECOSS conducted these activities as well as the results of the engagement.



## Outreach

ECOSS implemented a multifaceted outreach strategy engaging diverse communities in Seattle. The outreach activities took place between March 2019 until December 2019. ECOSS drew on its long history of close partnerships, multicultural community involvement and connections with diverse, local, CBOs in Seattle to devise a list of events, activities and contacts. For each organization, event or activity leader, ECOSS initiated contact and introduced the electrification agenda equity component and our interest to get their feedback from community members and leaders. The equity campaign resonated well with most of the leaders ECOSS contacted and were eager to learn and hear more about the campaign. Leaders especially liked the environmental and social aspects of the campaign and saw the potential community benefits. However, some organizations did not see the topic as important and declined to participate.



Photo taken by Jose Chi on 9/14/2019.

Tabling and EV showcasing at Fiestas Patrias event in South Park



These in-person engagement opportunities included the following activities; neighborhood location and the number of people who participated at each event shown in parentheses:

**Community Festival Booth**

- SEA-MAR; Fiestas Patrias South Park (8)

**Church Groups and Community Gatherings**

- Viet Church Hoi Thanh Tin; Vietnamese Church; South Rainier (40)
- CIRC (The Coalition of Immigrants Refugees & Communities of Color); North Rainier (25)

A total of 73 community members were engaged through information sessions and a tabling event, as well as 7 community leaders interviewed and surveyed representing the Khmer, Vietnamese, Chinese, Latin(x), Oromo, Amharic and Somali communities of Seattle.



## Results

Below is a summary of the feedback we received from community members and leaders. The feedback is divided into 6 sections asking 6 different questions. Questions 1, 4, 5 and 6 are presented with number and percentage tables, with the intention of showing what percentage of preference participants had over options. Questions 2 and 3 are open ended questions and we included anecdotal excerpts we took from different comments we heard throughout the information sessions and the interviews. All the comments as well as the surveys are attached in exhibit 1 for more references.

### Question 1

**Imagine you have \$10 to invest in OSE's work. How would you divide up \$10 based on what matters to you?**

The table below shows the dollar amount each interviewee gave to each option. Each community leader had radically different preferences for investment. For example, the Amharic community member greatly valued electrifying transit (half their \$10 would go to it) while the Spanish/South Park representative would not put a single penny on the same option. This small detail suggests the question: do people not prioritize electrifying transit because they don't see it as important in general, or because their transit options are so limited (which is the case in south park), that electrification wouldn't even impact their community?

On the other hand, the Vietnamese and Khmer interview had relatively similar investment throughout the options, it's not the case with the Oromo who directed most of the resources to option 1 and option 2. The Latin(x) community member gave almost half of its resources to a "5th option" and mentioned the following worth noting:

"Increase education opportunities: Create space for most vulnerable and non-English speaker's individuals to know more about alternatives to pollute less and ponder to acquire an EV. Many of our community members work on services (cleaning, gardening and caregiver). They can't take public transit, they have to use their own vehicles, who is teaching them to transition into hybrids or electrical vehicles? We need more education in our language in our communities" - **Latin(x) community leaders interview**



Option	Vietnamese	Latin (x)	Oromo	Amharic	Somali	Khmer	Chinese
1) Increase electrified transit options in EEI focus areas	\$ 2.5	\$ 0	\$ 4	\$ 5	\$ 1	\$ 2	\$ 4
2) Community car share pilot	\$ 2.5	\$ 2	\$ 3	\$ 2	\$ 2	\$ 2	\$ 1
3) Increased pathways for EV access	\$ 3	\$ 4	\$ 1.5	\$ 2	\$ 1	\$ 2	\$ 3
4) Connect communities most-affected to EV job opportunities	\$ 2	\$ 0	\$ 1.5	\$ 1	\$ 6	\$ 4	\$ 2
Other		\$ 4					

Question 2

**Are there priorities not listed that are important to you and your community?**

All the community leaders and community groups were very vocal on the need of education around electrification of transportation in their communities. This was by far the most mentioned topic across all engagement work. Below are some excerpts from the community groups and surveys that mentioned this topic:

*“The city should connect with communities about job opportunity and training younger generations about electric car they are more likely to own a car after high schools and college. I also think education on electric car to the community is important because not so many people know about electric cars they have been using gas cars most of time.” -*

**Vietnamese community leader interview**

*“I think there should be more education on EV’s because people don’t know a lot about them and just like me I will not buy EV because the worry of running out of battery when driving especially long distant like family road trip” -*

**Vietnamese community member**

*“The city should educate the community. I think it is important to educate the younger generation like high school students for job opportunities and apprenticeship program. Usually parents don’t understand English well or about new technology, the younger children can learn and teach about the benefits of electric cars or transportation in general to their parents” -*

**Cambodian community leader interview**



“An education program that teaches people the importance of electric transportation is crucial and would help and encourage community look into it. Another priority I see is promoting and educating people about electric car, answering questions like is it really affordable to own an electric car? I think continue to education on electric car is important part of electrifying vehicle in the city. This would remove any misunderstanding about electric vehicle since its still unknown to many of our community. A car sharing program like Car to Go or Zip Car does not work with our community because it is not affordable and our community won’t use it.” - **Oromo community leader interview**

“I think the city should focus on educating the community about electric car because they don’t know about it and also there are no charging station in the South Seattle area, making it difficult for people to consider buying one, especially if they can’t charge at home. I think when we have a festival or community event for tabling the city should bring some electric car to show people and how to charge a car, where to find a charging station it’s like educating to the community. You have to let the community see that’s electric car is here and the charging stations is available then they are less scare.” - **Somali community leader interview**

“Another priority that the city should work on is training and doing workshops about the electric car to the community because a lot of our community members don’t know about electric car so the next car they purchase they can think of an electric car. A lot of our community live in public housing and apartments which the city should also add in fast charging station there. If the city doesn’t install it, then people won’t buy an electric car if they don’t have a place to charge where they live. I do think having job opportunity is great, but setting a city example first, lower purchase cost of electric car and having a charging system up would encourage community to follow and get use car.” - **Amharic community leader interview**

### Question 3

#### **Do you have any concerns in regards to the electrification of transportation?**

Both interviewees and community outreach participants expressed a concern that electricity stays reliable and affordable. Car prices, fares, taxes and transportation in general were all top concerns in regards to electrification. Below are some related quotes:



“People are concern about what happens when we have power outage what will people do so the city should also focus on making sure our electricity is reliable and affordable. I’m afraid there will be a high demand for electricity and the cost of electricity will increase making it not feasible to own an electric vehicle compare to gas car.” - **Vietnamese Community Leader**

“I think the city way to electrifying transportation is great so that people won't have to rely on oil industries for everything and charging a lot when we really need gas and oil in our life. Seattle City Lights should ensure that power is up and running constantly so reduce power outage or do something to help reduce the risk of power outage.” - **Vietnamese Community member**

“Yesterday the whole area had power outage, how will we go if our electricity is out, what will we do we’re going to be stuck in our places. There should be charging station available in the south end I don’t see it around if our community don’t see it then they most likely won’t go buy an electric car since it would be an inconvenient. Plus, having charging station near the sidewalk because the new holly place here there is no garage people park on the street.” - **Somali Community Leader**

“My community is concerned about the reliability and cost of maintenance and local shop knowing how to repair the car The city should provide a discount program to lower the cost to buy an electric car and having charging station in public places like food market, near restaurants, and places that provide services. - **Cambodian Community Leader**

“The city should provide incentives to reduce the cost of electric car. It is important so community can afford to buy. I think having a community car sharing program might work with our community and we can be part of the pilot program to test it out because the community don’t have to buy a car they can just borrow for a while and return it. - **Amharic Community Leader**

“For electric vehicle to be successful in our community it needs to be fast to fill up and affordable. Encouraging people using the public transportation and zero emissions cars for the public will improve our air quality. It would also reduce traffic congestion and travel time. Our community have learned from the news that we have been saving a lot of fuel and the city is looking into pay tax per mileage driven as to the gas tax. We are being punish to saving money on fuel going out buying a hybrid, which is already expensive compare to just a gasoline car to save us money. Our community is opposing to this and most likely will push people to stick with non-hybrid cars or electric car as they don’t see the benefits.” - **Oromo Community Leader**

“About EV job opportunities, I don’t think our community is located in the part of Seattle where is most-affected by pollution, but I have to mention that jobs are mostly needed among first generation immigrants, who doesn’t speak English well. Some of them already have experience in automotive maintenance and repair, but if they can learn how to work on electric cars, they can have more job opportunities or will be able to



expand their business. It is important to include them with an in-language approach where there is training available.” - **Chinese Community Leader**

“The priorities question number 4 I can see this list as a sequence of steps to normalize Electrification of transit and not as a list of priorities. All priorities are great seems to me this is a technical sequence and not a task to choose just one or the other. How can we help all to move to the same direction if we do not provide discount to low income residents? Or if we do not expand the public charging stations? South Park has two huge parking lots housing hundreds of “access shuttle” vans and school yellow buses in addition to the hundreds of semi-trucks coming in and out, I believe the industry heavily contaminated, what can be done to bring industry into phasing out of fossil fuels and into electric technology? - **Latin(x) Community Leader**

All of the groups that ECOSS engaged expressed interest in linking up with OSE and Drive Clean Seattle to explore ways in which OSE’s resources could help their community groups. Below are some quotes and excerpts that the team gathered from the community members and their leaders in regards to car sharing programs:

“How could the programs from OSE and Puget Sound Clean Air Agency expand to serve the immigrant and refugee community that we are part of and we work with? We are interested in exploring ways in which the programs could come to our neighborhoods and for that we need to build relationships, please come back and visit us so that we can keep connected and hopefully bring a car sharing program someday. We would love to have an open dialogue with the leadership about this. We just love the project is happening in South Park, we need your help to replicate it here (Rainier Valley neighborhood).” - **CIRCC community leader**

“The Vietnamese Church is interested in the ride share program and can offer for the community to use may be free or calculated in the church's membership cost. This is just a rough idea. It’s also allow people to experience EV on their own can maybe people can switch over to EV later in the future when their family member is ready to buy a car.” - **Vietnamese Church Group**

“A car sharing program like Car to Go or Zip Car does not work with our community because it is not affordable and our community won’t use it. Look around here there isn’t really car sharing service provided here. We are interested in testing the pilot electric car sharing program because it would let people drive test an electric car and people don’t have to buy a car that can take 10 years to pay off.” - **Oromo Community Leader**

“Having an electric car to share as an option available will allow the community to test and use the electric car without buying one. We heard from our community the electric car is expensive than hybrid car.” - **Somali Community Leader**

“I think having a community car sharing program might work with our community and we can be part of the pilot program to test it out because the community don’t have to buy a car they can just borrow for a while and return it.” - **Amharic Community Leader**



Question 4

When you think about transportation electrification, which of the following actions are a priority for your community? Rank your top three priorities from the following actions:

Most of the participants ranked option 1, 5, and 3, as their top four priorities.

Option	Vietnamese	Latin (x)	Oromo	Amharic	Somali	Khmer	Chinese
1) Convert buses and other public transit to electric to improve air quality and reduce climate change emissions.		1	1	1		1	1
2) Convert commercial fleets (such as delivery trucks) to electric to improve air and noise quality.		1					
3) Expand public charging stations so charging access is not a barrier to considering an electric vehicle.	1	1		2	3		
4) Support workplace charging, which could include community centers, so charging access is not a barrier to considering an electric vehicle.	2	1			2	2	
5) Expand at-home charging options to include solutions for renters and apartments, so charging access is not a barrier to considering an electric vehicle.	3	1	2	3	1		3
6) Convert high-mileage vehicles (e.g. Lyft, Uber, Airport shuttles, etc.) to electric to improve air quality and expand access to electric vehicles.		1	3				2
7) Provide discounts to income-qualified residents to ensure equitable access to the benefits of transportation electrification.		1				3	



### Question 5

#### How would you like to learn about OSE's/Clean Drive Seattle services, changes to policy, and/or partnership opportunities?

The top four most preferred communication methods were a mix of having in person/language communication methods (liaisons and in person conversations) as well as digital communication methods (social media and ads on the buses). This indicates that OSE should continue using both physical and digital communication methods, even though digital engagement can often be more cost-effective.

Communication Method	Proportion of People
Hire community liaisons who speak my language in my community	86%
In-Person conversations	71%
Social Media	57%
Ads on buses	57%
Email	43%
In newspapers in the language I speak	43%
Signs at bus stops	29%
Through community newsletters or blogs	29%
TV Commercials	14%
Radio Commercials	14%
Internet Commercials	14%
Other	14%



Question 6

**Which of the following methods should we use to involve you in our projects, plans, and policies? (Check all that apply)**

The feedback received indicated that the top three equally strongly and most preferred engagement method is working with small groups, trough focus groups style settings along with trusted organizations is critical. The 4<sup>th</sup> most popular method was gathering feedback meetings that people already attend.

Engagement Method	Proportion of People
Small working groups that meet regularly	71%
Work with organizations I'm already involved with and trust to gather input	71%
Focus groups	71%
Gather input at a meeting you already attend	57%
In-person large public meetings	43%
Online surveys	29%
Other	14%

Most of the communities' feedback centered around the need to develop educational programs so people can learn about the importance of electrification of transportation. Other concerns included reliability and affordability across communities in terms of electricity price hikes, EV's cost and general transportation cost increases, and the need to expand affordable car sharing programs in different neighborhoods.

It's worth noting that ECOSS worked with a very small sample of community members and the work on this report should be looked at as a pilot research. It is out hope methodology and results used and obtained under this project could inspire the city in investing more resources into outreaching and surveying diverse communities in Seattle around the topic of electrification of transportation.